



# U.S. Trade Center News

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## Conference on Protecting Intellectual Property Rights (IPR) in Bangladesh

The American Embassy organized an IPR conference during July 20-21 to raise awareness of the growing problem of IPR violations in Bangladesh. The conference highlighted notable guests from the U.S. - Timothy Browning, Attorney-Advisor of the U.S. Patent and Trademark Office, and Professor William Hennessy, IPR law professor from the Franklin Pierce Law Center. The US Embassy, supported by the US Patent and Trade Mark Office, sponsored the conference with the American Chamber of Commerce, North South University and Modhumita Group. This event generated large-scale media attention and reached a broad cross-section of the Bangladesh public. The two-day conference included two seminars and a lecture at North South University, in addition to the press events and the opening ceremony.



*Chargé d' Affaires making her opening remarks*

### *The Opening Ceremony*

Guests from all organizations, corporations, associations and Bangladesh government agencies affected by Intellectual Property Rights issues, attended the opening ceremony. Minister for Industries Matiur Rahman Nizami attended as Chief Guest, while State Minister for Cultural Affairs Begum Selima Rahman and U.S. Embassy Chargé d'Affaires Judith Chammas attended as Special Guests. Prominent national celebrity musician Runa Lila, Adnan Karim, a young Bangladeshi software developer of the popular Dhaka Racing videogame, president of the IPR Lawyers Association Advocate Salah Uddin Abdullah, and Mr. Aftab-ul-Islam, President of the American Chamber also spoke at the Opening Ceremony.

### *Seminars on IT and Capacity Building*

The Information and Communication Technology Minister, Dr. Abdul Moyeen Khan, served as Chief Guest at this seminar and spoke extensively on issues relevant to development in this sector. Additional Secretary of the Ministry of Law Mr. Habiul Awal was the keynote speaker on this occasion. Members of the Bangladesh Computer Association, Bangladesh Association of Software and Information Services, ISP Association, Library Association, Publishers Association, software developers, rights holders, IT professionals and government officials attended this seminar. Panel members raised concerns over lack of enforcement for existing IPR laws and the need for stricter regulations in copyright and patent laws.

Law Minister Moudud Ahmed attended this seminar as Chief Guest and answered questions regarding inadequate enforcement mechanisms and inefficient legal procedures in the IPR arena. Representatives of the major law firms, Supreme Court judges, IPR lawyers association members, academics, and NGOs attended and actively engaged in discussions. USPTO attorney Timothy Browning led the discussion on the need for training and technical assistance for adequately equipping the various Bangladesh government IPR offices. Law professionals took part in the discussion, including former attorney general Barrister Rafiqul Haque.

### Lecture at NSU and closing press event

North South University hosted this lecture, which brought out prominent local music, film and print media celebrities. The Vice Chancellor of the University, Professor Hafiz GA Siddiqui, presided over the two-hour event organized for the business school students and faculty members. Top celebrities,



North South University, Dhaka

including Baby Naznin, Ayub Bachchu, Asif Akbar, Illias Kanchan, and Kabari Sarwar, spoke passionately from their personal experiences on the need to protect copyrights to foster Bangladesh's vibrant entertainment and cultural industry. Chashi Nazrul Islam, noted film producer, spoke eloquently on the need to protect the rights of local artists to ensure that Bangladeshi culture is protected and developed.

This event was followed by a press conference sponsored by Modhumita Group. Members of the entertainment industry and U.S. experts answered press questions related to copyright, patent and trademark rights protection in Bangladesh. Musicians Asif, Baby Nazanin and Rafiqul Islam and film stars Illias Kanchan and Manna spoke at the press event.

### Continuing efforts

The U.S. Embassy is working with Bangladeshi IPR groups to devise strategies to generate awareness among Bangladeshis and unite lobby efforts with the Bangladeshi government to address concerns over enforcement and legal reform.

## Commercial News USA

Commercial News USA has made it easy to learn more about products and services being offered by American companies. The new Commercial News USA online gateway includes a U.S. Exporters Directory that features information about products and services featured in the magazine, as well as direct links to the Web sites of American companies. Register online for free access to the new and improved Commercial News USA Website. Here is the website [www.export.gov/cnusa](http://www.export.gov/cnusa)



## U.S. Trade Balance with Bangladesh

Data represent commercial (deliveries) trade. Totals do not include exports from export processing zones and exports tied to donor or grant assistance.

### Trade with Bangladesh: 2005

*Note: All figures are in millions of U.S. dollars*

Month	Exports	Imports	Balance
January	21.2	195.0	-173.8
February	28.3	193.9	-165.6
March	31.2	217.5	-186.3
April	29.2	187.5	-158.3
May	35.8	183.5	-147.8
June	27.6	222.7	-195.2
<b>Total</b>	<b>173.2</b>	<b>1,200.2</b>	<b>-1,027.0</b>

- ▶ TOTAL may not add due to rounding.
- ▶ Table reflects only those months for which there was trade.
- ▶ SOURCE: U.S. Census Bureau, Foreign Trade Division, Data Dissemination Branch, Washington, D.C. 20233
- ▶ CONTACT: Data Dissemination Branch, U.S. Census Bureau, (301) 763-2311

## Conference on Biotechnology in Agriculture: Myths & Realities



*A snapshot of the Biotechnology Conference*

On August 24, the U.S. Embassy and the Bangladesh Agricultural Research Council (BARC) hosted a conference entitled "Biotechnology in Agriculture: Myths and Realities" at the BRAC Centre in Moakhali. W&W Grains, a subsidiary of Cargill Corporation, hosted the conference luncheon.

The purpose of the conference was to highlight and correct common areas of misperception about biotechnology and the safety of genetically modified organisms in food and in the environment.

Participants included representatives from consumer groups, agricultural research organizations, the media, policy think tanks, Bangladesh government agencies, academia, industry and the NGO community. Experts from the United States and Bangladesh addressed frequently asked questions about the safety of using biotechnology in agriculture for humans and the environment. Following each lecture, conference participants questioned the experts on any remaining issues of concern.

Participants came away understanding that human farmers have been genetically modifying crops since farming began thousands of years ago in order to produce crops with the highest yield and the greatest resistance to problems like drought and frost. The only difference between conventionally modified foods and bioengineered foods is that conventionally modified foods are modified using much cruder methods, like plant breeding. Using modern technology, scientists can be more specific about which traits to modify in an organism.

When asked if there was risk involved in eating and growing food that has been genetically modified, the speakers stressed that the risk is no larger with genetically modified foods than with conventional foods. Bioengineered foods may actually present less risk to the consumer because they are tested and checked so heavily

before being released for farming or consumption. Also, there is no risk that a person who eats genetically modified food will assimilate the modified DNA, since the process of digestion breaks food down to the molecular level.

Participants also learned that, in the face of a rapidly growing world population, which will reach 9 billion in coming decades, conventional methods of modifying crops have largely exhausted their ability to increase food production any further. Techniques that allow scientists to isolate the traits that govern productivity, like bioengineering, are necessary to support the world's food needs.

## Bangladesh Delegation Visits U.S. Healthcare Facilities



*Delegates at the West Pennsylvania Hospital*

The United States Trade and Development Agency (USTDA) sponsored a delegation from Bangladesh to visit U.S. healthcare facilities during June 1-10, 2005. The delegates met with a wide range of people in the healthcare sector, including various hospitals, clinics, medical institutions, research centers and medical equipment manufacturers. These visits and meetings provided the delegation members critical insights into the U.S. healthcare system and facilitated discussions regarding improvement of the Bangladeshi healthcare systems. Delegates were introduced to state-of-the-art medical equipment and the latest technology offered by manufacturers in the forefront of the U.S. healthcare industry. The delegation also visited the partner hospitals of American Hospital Consortium to see their world-class facilities.

Mr. A.S. M. Sarwar Kamal, Secretary, Ministry of Health, led the delegation. Other members of the delegation were Mr. Fazlur Rahman, Joint Secretary, Ministry of Health; Dr. Abdur Rahman Khan, Director General of Health Services; Mr. Mamdud Hossain Alamgir, Director, Board of Investment; Professor Dr. M.A. Hadi, President, Bangladesh Medical Association;

Dr. Zahid Hossain, Secretary General, Bangladesh Medical Association; Dr. Mostafa Jalal Mohiuddin, former Secretary General, Bangladesh Medical Association; Mr. Yousuf Saeed, Head of Structured Finance & Relationship Unit, Corporate Banking Eastern Bank Limited and Mr. Mostafa Hasan, Eskayef Bangladesh Ltd (Transcom Group). Mr. Shafiqur Rahman, Econ/Commercial Specialist, U.S. Embassy, Dhaka coordinated the delegation.

The delegates visited Allegheny General Hospital, West Pennsylvania Hospital, Johns Hopkins University Hospital, the Mayo Clinic and the University of Virginia School of Medicine. These hospitals and research institutions showed great interest in working with Bangladesh, especially in research and also in medical professional exchanges. The delegation also visited several medical equipment manufactures, including General Electric (GE) medical division and Medtronic. GE and Medtronic, which have a presence in Bangladesh, hosted the delegates and provided useful information about new products that could be used in Bangladesh. The Bangladeshi delegates hailed the visit as a tremendous success and came away with a better understanding about new technologies available in healthcare that could help Bangladesh provide much-needed improvement in its facilities.

## Ambassador Harry K. Thomas Jr. Leaves Bangladesh



Ambassador Harry K. Thomas, Jr., who started on August 11, 2003, left Dhaka on July 2, 2005 after almost two years as U.S. Ambassador to Bangladesh. The Ambassador has returned to Washington, D.C. to replace Ambassador Karl Hofmann as the Executive Secretary of the

Department of State. The Executive Secretariat is Secretary of State Rice's central mechanism for communication, coordination, and policy control.



A new Ambassador has not been named yet to replace Ambassador Thomas. Since the departure of Ambassador Thomas, Ms. Judith Ann Chammas, Deputy Chief of Mission, has taken over the reigns as Chargé d' Affaires, a.i. until the new Ambassador arrives.

## Trade Shows, Trade Shows And . . . More Trade Shows

Although the Embassy will not be leading a delegation to these shows, interested participants can obtain additional information by contacting the Embassy's U.S. Trade Center at 885-5500, Ext: 2902 or by visiting the trade show's website. Happy travels!

**World Wide Food 2005** will be held from October 26-29, 2005, in Chicago, IL, United States. It is the largest and fastest-growing food manufacturing event in the Western Hemisphere and attracts well over 30,000 people. Product categories include: Food packaging equipment; cutting and boning devices; slaughtering equipment; blending and batching equipment; controls and instrumentation; cookers and kettles; filling and packaging equipment; materials handling equipment; transportation equipment; refrigeration and freezing equipment, and waste treatment systems. For more information, please visit its website at <http://www.worldwidefood.com>

**Greenbuild 2005** will be held from November 9-11, 2005, in Atlanta, GA, United States. It is the annual meeting place for the green building industry where thousands of green building industry professionals will come together to learn about the latest advancements in green building design, construction, project financing, and building management. The show has an outstanding educational program that highlights benchmarks of sustainability across a broad array of issues, including site location and development, use of water, energy, materials, indoor environmental quality, biophilia, health and productivity, financing and more! For more information, please visit its website <http://www.greenbuildexpo.org>

### Power-Gen International

**December 6-8, 2005, Las Vegas, Nevada**

**Power-Gen International** brings together the sharpest minds in the industry to discuss the key issues, trends and technologies impacting the market. It will focus on electrical power systems and renewable energy. Share the knowledge with today's power generators and learn all about power generation. For more information, please visit its website <http://pgi05.events.pennnet.com>

**BuyUSA.com** is an Internet service. Registration is free. You will find thousands of qualified U.S. companies who are ready to do business with you. For more information, please contact Md. Yousuf at 885-5500, ext 2902.

## Why IPR Protection Is Important for Bangladesh

Public policy aimed at the protection of intellectual property is based on the desire to ensure a rich, diverse, competitive marketplace. Giving inventors, scientists, writers, artists, business persons, and others enforceable property rights in their creations makes it possible for creators to recoup their investment in the creative process, encouraging them to devote their time and efforts to developing new works, products and services.

Creators' home countries - governments and societies - also benefit when intellectual property rights (IPR) are protected by law and IPR laws are enforced. For example:

- Copyright laws encourage creation of a wide variety of literary works, computer programs, artistic works, and expressions of national culture.
- Patent laws encourage discovery and invention of new and improved products, processes and other contributions to society, while ensuring the freest possible public access to information regarding these new products and processes.
- Trademark laws encourage development and maintenance of high-quality products and services in order to engender customer loyalty.

Because thieves, pirates and counterfeiters neither respect nationality nor pay taxes, effective enforcement of IPR is crucial. Strong, effective intellectual property rights protection is the cornerstone on which an attractive investment climate is built, and produces long-term economic benefits. For example, IPR protection:

- Stimulates innovation by providing an environment in which innovation is rewarded.
- Encourages development of lower cost methods of production and distribution.
- Stimulates development of markets within the country and encourages the transfer of technology.
- Creates jobs and creates a higher quality and technically prepared labor force.
- Increases the amount of new capital that can be generated for investment in economic development.

Trademark, patent and copyright piracy are a serious and growing problem in Bangladesh, one that affects not only foreign but also Bangladeshi businesses. Although the Bangladesh Government is in the process of preparing laws that will improve protection of intellectual property rights, enforcement of these laws will be crucial, particularly if Bangladesh is to realize its ambition to develop a robust software and IT industry.

## Developing Bangladesh's IT Sector

Internationally, the software sector is a multi-billion dollar business with tremendous growth potential in South Asia. Countries like China and India are taking advantage of this growing sector by developing and fostering a local IT base. Although it is encouraging to see that Bangladesh is making strides in this market, with increasing exports and expanding investments, its growth in information technology is minimal compared with other countries in the region. In order to attract more foreign investment in this sector, Bangladesh needs to develop an environment that fosters development of information technologies. The only way to do that is to ensure that laws are enacted to protect all forms of intellectual property and mechanisms are created and equipped to enforce these laws. With newly enacted copyright laws and improvements in trademark laws, Bangladesh is moving in the right direction. It is necessary to ensure, however, that these new laws are supported by the regulatory and enforcement tools to make them effective.

## Combating Piracy and Counterfeiting

Copyright piracy is most prevalent in the area of music CDs, movie videos, VCDs and DVDs, and illegal copying of books and other printed materials. The parties responsible for this piracy are often organized crime groups with ties to many other nefarious activities. The State Department's *Office of International Intellectual Property Enforcement* conducts anti-piracy efforts on its own and with the U.S. government agencies involved in combating piracy and counterfeiting, such as the Copyright Office (part of the Library of Congress), the U.S. Patent and Trademark Office, and the Departments of Justice and Commerce. Anti-piracy efforts include assisting foreign governments in drafting copyright legislation, training of foreign officials charged with enforcing laws to combat piracy, assisting judicial officials in prosecuting pirates, disseminating information on the prevalence and repercussions of piracy, coordinating IPR training efforts, supporting public awareness campaigns and educational efforts and training State Department officers overseas to be better advocates on IPR issues.

## Trade News

Trade and investment relations between the U.S. and Bangladesh continue to grow. In addition to their normal business operations and business expansions, U.S. companies, their affiliates and partners continue to perform their corporate social responsibilities. Here are a few of the highlights:

### American Hospital Consortium Project

The US Trade and Development Agency (USTDA) awarded a grant on August 8 worth \$314,362 to partially fund a feasibility study on the establishment of a 200-bed specialty hospital in Dhaka. This hospital will provide high demand medical services, advanced technologies and training. The grant was awarded to the Industrial and Infrastructure Development Finance Company Limited (IIDFC).

### Chittagong Port Container Scanner Project

USTDA awarded another grant on August 11 worth \$293,615 to conduct a feasibility study for the purchase of container scanner equipment that will improve port operations by facilitating secure trade and efficient operation at the Chittagong Port. The grant was awarded to the Economic Relations Division of Bangladesh's Ministry of Finance, acting through the National Board of Revenue.

### Microsoft's Initiative to Strengthen ICT Knowledge in Bangladesh

Microsoft, Bangladesh has launched an 'Unlimited Potential Program' in association with LEARN Foundation, an NGO based in Sunamgong, Sylhet, as a part of its global program to disseminate information and communications technology (ICT) to selected grassroots-level outlets. The aim of this initiative is to strengthen ICT training capacities and provide full Internet connectivity.

### Gillette Bangladesh Private Limited Offers Fabulous Prizes

Gillette offered the Gillette Gold Rush Consumer Promotion which is valid from August 2 to September 30. This promotion offers customers who buy two disposable razors from Gillette-2, Gillette Blue II or Gillette Blue II Plus brands the chance to win fabulous prizes ranging from gold worth Tk 200,000 to 500 Gold Rush T-shirts. Earlier this year Gillette's 'Bend it with Beckham' offered buyers of Mach 3

Turbo Razors the chance to win a trip to Madrid and meet British megastar and Real Madrid footballer David Beckham in September. This promotion was offered in Nepal, Maldives, Sri Lanka, and Bangladesh. It was, fortunately, won by a local Bangladeshi. Congratulations and bon voyage to Nazm-Us-Saadat!

### Xerox Launches New Products

With a view to increase market share in Bangladesh, Xerox Corporation, a Fortune 500 company, launched a variety of new products in Bangladesh through its sole distributor, International Office Equipment (IOE), in June this year. Minister for Science and Information & Communication Technology, Dr. Abdul Moyeen Khan, MP formally launched the products. Andrew Horne, Xerox Corporation Regional Vice President & Managing Director of Xerox India Ltd., Aftab-ul-Islam, President of IOE; and Natesh Mani, Director of South Asia operations were present during the launching.

### Unocal/Chevron

- ◆ In August, Unocal/Chevron started commercial gas production in wells four, five and six at their Moulvibazar gas field, supplying 30 mmcf of additional gas to the national grid.
- ◆ On August 23, they signed a Condensate Purchase and Sales Agreement with Petrobangla.
- ◆ On July 25, they signed addenda to the Production Sharing Contract (PSC) for Block 7, which was originally signed on April 2, 2000. Chevron and Cairns Energy Plc each hold a 45% interest in the contract, while BAPEX holds 10% of it. Under the contract, Chevron will conduct a seismic survey in a 1,000 kilometer area that covers Barisal, Patuakhali, Pirojpur, Jhalkathi, Barguna and the adjacent areas of the Bay of Bengal.

### Gold's Gym Bashundhara

Gold's Gym Bashundhara has been nominated for the "Best New Gym International" award this year. International Gold's Gym Franchising LLC, operating in 26 countries for the last 40 years, opened in Dhaka in June 2004.

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